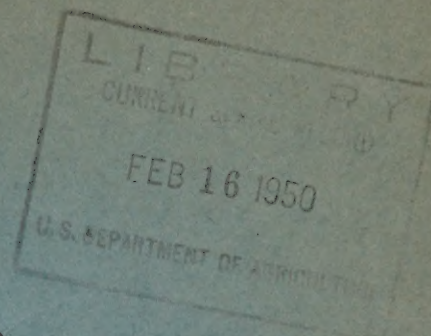
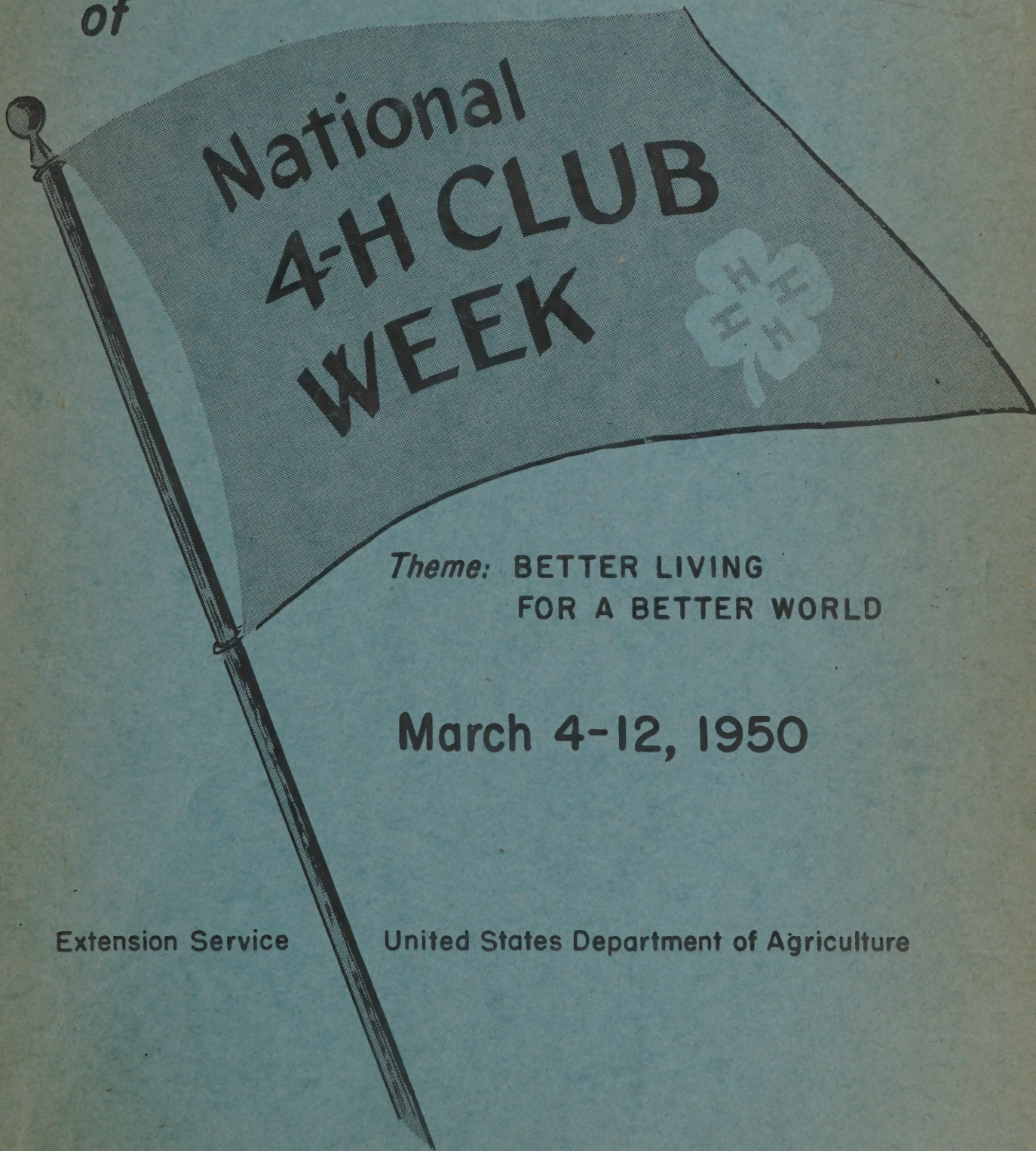


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**Observance
of**



**Theme: BETTER LIVING
FOR A BETTER WORLD**

March 4-12, 1950

Extension Service

United States Department of Agriculture

UNITED STATES DEPARTMENT OF AGRICULTURE
Extension Service
Washington 25, D. C.

OBSERVANCE
OF
NATIONAL 4-H CLUB WEEK

March 4-12, 1950

THEME: BETTER LIVING FOR A BETTER WORLD

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Prepared by Gertrude L. Warren, Organization of 4-H Club Work, Division of Field Coordination, in cooperation with Althea Thacker, Gertrude L. Power, Margaret F. Madden, and Janice Shervey, Division of Extension Information.

THE 1950 NATIONAL 4-H CLUB WEEK

March 4 - 12

WHAT IT IS

National 4-H Club Week is the most important 4-H event of the year. Locally, it is the week when all 4-H members take stock of what may be needed for the successful completion of their 4-H goals, so essential in the building of sturdy character. It is a "check-up" week, a "get-set" week. Moreover, it may be an "open-house" week when members get together to display what they have accomplished to date, to welcome new members, to exchange ideas, and to inform parents and neighbors regarding the newest developments in their 4-H program. Nationally, 4-H Club Week provides an excellent opportunity to tell the 4-H story to the general public through the press, radio and television. If this is done well, the people of our country will understand the far-reaching values of the 4-H program. Then they will increasingly support 4-H work wherever they may be to the end that all youth may serve as stalwart citizens in the best interests of national and world progress.

H. W. Hochbaum

H. W. Hochbaum, Chief
Division of Field Coordination

WHAT NATIONAL 4-H CLUB WEEK WILL BE LOCALLY
THE FIRST 1950 CHECK-UP
MEMBERS - LEADERS - CLUBS

This is the one time of the year when 4-H members everywhere are encouraged to take an inventory of their 4-H project work. In most States, it is planting time or nearing the season when everything must be in readiness for the work ahead. The following are some suggested questions to be circulated among 4-H members by local 4-H leaders in order that they may "get-set" for the work ahead:

1. Have you the needed supplies and equipment for your 1950 project work?
2. Have you sufficient instructions to carry on your 1950 work successfully?
3. Are you using your 1950 4-H record books? If not, why not?
4. Are you in doubt about any phase of your 1950 4-H work?
5. Have you asked your local 4-H leader to help you regarding such phases?
6. Are you attending 4-H meetings regularly? If not, why not?
7. What plans are underway during 1950 for rendering service to your community? To those in distress abroad?
8. Do your parents and neighbors know what you are doing in your 4-H Club work? Are they interested? If not, why not?
9. How are you and your fellow Club members planning to inform your community regarding your 4-H work during 1950?
10. Have you reaffirmed your intentions to carry your 1950 4-H goals to completion?

"Careful planning and checking are basic to successful 4-H completions."

WHAT THE 1950 - 4-H CLUB WEEK WILL BE NATIONALLY

IT WILL PROVIDE THE FIRST 1950 NATIONAL 4-H BROADCASTS

This will be one of the two times throughout the year when most of the radio broadcasting programs will highlight the 1950 distinguishing features of 4-H Club work.

These programs will feature:

The 1950 National 4-H Club Theme, "Better Living for a Better World."

The Objectives of 4-H Club Work to be Emphasized in 1950.

The Outstanding Achievements of 4-H Club Members as a Guide for 1950.

The Values of the 4-H Club Program to be Featured in 1950.

The Importance of Good Beginnings and Successful Completions as a Part of the Success of 4-H Members in 1950.

Importance of Aiding the 4-H Club Program in 1950.

IT WILL PROVIDE OTHER NATIONAL 4-H FEATURES

4-H Messages by Distinguished Citizens

National 4-H News Releases

Magazine Articles on 4-H Club Work

National Television 4-H Broadcasts

"It is our responsibility as 4-H leaders to tell effectively the 4-H Club story. When this is done, parents, teachers, clergymen, business and professional men - yes, the entire community, will understand and encourage 4-H members as they go about doing a part of the world's work."

A 4-H REPORT TO THE NATION
1950
HIGHLIGHTS

4-H accomplishments set a new high record according to latest reports.

- - - -

Of the nearly 2,000,000 young people enrolled in 4-H Club work,
over 76 percent completed their project work in farming or homemaking.

- - - -

Over 14,000,000 rural young people have participated in 4-H Club
work at some time.

- - - -

4-H members do things in the home and on the home farm.

They produce.

They achieve.

They assume home responsibilities.

- - - -

4-H members do things in their communities.

They build.

They serve.

They become responsible citizens.

- - - -

4-H members work to make America strong.

They improve their own health.

They improve health conditions in home and community.

- - - -

4-H members share with those across the seas.

They send needed supplies.

They exchange friendly greetings.

They make visits to each other's homes.

They help others to understand.

- - - -

4-H members lead that others may do and serve.

NATIONAL 4-H CLUB ACHIEVEMENTS *

A RECORD YEAR

What 1,850,000 Members Did in Their 82,000 4-H Clubs
Under the Guidance of Their 225,000 Local Volunteer Club Leaders

1. 4-H members produced and conserved food, to make more available for their own families, for other families, and for those in need in other lands:

Garden products	acres	100,000
Poultry	birds	8,000,000
Livestock	head.	850,000
Food crops.	acres	600,000
Products preserved.	quarts.	27,000,000
Food brined	gallons	180,000
Food dried or cured	pounds.	2,000,000
Food stored	pounds.	1,000,000
Food frozen	pounds.	3,000,000

2. They made their homes more attractive and livable through their 4-H Club work in --

Food planning, preparation and service	meals	30,000,000
Room improvement.	units	650,000
Arts and crafts	articles.	300,000
Home management	activities.	200,000
Beautification of home grounds.	homes	120,000
Clothing.	garments.	2,200,000
Child care.	children.	21,000
Music appreciation.	homes reached	225,000

3. They made their homes and home farms more efficient and profitable through their 4-H Club work.

<u>Club members</u>	<u>Achievement</u>
275,000kept personal accounts
500,000participated in fire and accident prevention
132,000made use of special economic information
350,000conducted soil and wildlife conservation practices
140,000carried on forestry activities
50,000engaged in work relating to agricultural engineering, electricity, tractor main- tenance and general farm repairs

* Estimates, based on reports of State club leaders for 1949.

4. They improved their own health, and cooperated in improving health conditions in their homes and communities.

Club members

Achievement

650,000carried on special health activities
250,000had periodic health examinations
240,000trained in home nursing and first aid

Thousands of club members checked and improved their own food and health habits.

Thousands more removed farm and home accident hazards.

An equally large number prepared and served 30,000,000 meals in keeping with the nutritional needs of their own families.

5. They worked as responsible citizens to improve their own communities.

Club members

Achievement

55,000served as junior 4-H leaders
210,000carried on recreational activities
45,000 .engaged in community activities, such as improving
public grounds, conducting local fairs, and helping
those in distress
400,000 . .demonstrated improved farm and home practices to
neighbors and other interested people of their
communities

Thousands of 4-H members developed a deeper appreciation of the American way of life by practicing democracy at home and in their club and community. They did much to help those in distress - victims of polio, floods and earthquakes.

6. They gained a better understanding of their responsibilities in the world of today.

They sent needed supplies to the less fortunate across the seas. These gifts included thousands of packages containing food, clothing, garden seeds and equipment of various types.

They corresponded with many of those to whom these gifts were sent, and a few representative 4-H members helped in the homes and on the farms of young people in such countries.

In their 4-H discussions, they continued to spend much time trying to understand some of the important social and economic forces now at work and the steps to take in developing the good-neighbor spirit at home and abroad, to the end that there may be a just and lasting peace.

NATIONAL 4-H CLUB WEEK

MAIN OBJECTIVES

The following objectives for the observance of the 1950 National 4-H Club Week are applicable to the whole country. However, it is suggested that in the local community only those objectives be selected for emphasis that seem most important in the sound development of the 1950 community 4-H Club program.

1. To make it possible for all 4-H members to become familiar with the 1950 theme, "Better Living for a Better World," and to see that it is emphasized in their 1950 4-H programs.
2. To provide 4-H members an opportunity to inventory their 4-H activities as a "check-up" on their own efforts to date in carrying to completion any 4-H programs already started. Note the items on pages 3-4. This is very important.
3. To give 4-H members an opportunity to reaffirm their intentions of carrying their 1950 club goals to completion.
4. To acquaint parents in every community with what 4-H members are already doing, especially in connection with those activities within the framework of the 10 4-H guideposts.
5. To encourage 4-H Clubs to inventory in their communities, those young people eligible for membership and to stimulate every 4-H member to assume responsibility for enrolling at least one new member. If 4-H enrollment week has already occurred, this objective may be disregarded.
6. To give recognition to the far-reaching results of 4-H Club work from the standpoint of the nation, State, county, and local community through the press, magazines, and radio. The general public, especially on a nation-wide basis, is entitled to be adequately informed as to the far-reaching importance of the 4-H Clubs, particularly in helping to "win the peace" through world-wide understanding.

7. To enlist more public-spirited citizens to the 4-H Club program.
8. To use National 4-H Club Week for the announcement of the 4-H Club calendar of 4-H events for the year on a State, county, or local basis.

National 4-H Club Week, March 4-12, 1950

National 4-H Club Sunday, May 14, 1950

National 4-H Club Achievement Week, November 4-12, 1950

National 4-H Club Congress, November 26-30, 1950

SOME GENERAL SUGGESTIONS

1. National, State, and local broadcasts, including transcriptions highlighting what 4-H young people are planning to do in 1950.
2. Messages to 4-H members by high Government or State officials and other prominent friends of 4-H Club work. A number of governors are planning to issue such messages.
3. Special recognition of National 4-H Club Week in churches and schools.
4. Breakfasts, luncheons and dinners by sponsors of 4-H Club Work; "Open Houses" by 4-H members in local communities.
5. National, State, and county news, magazine articles, and feature material in weekly and Sunday newspaper editions relating to the main theme of the Week and 4-H Club accomplishments to date.
6. Use of window displays, stickers, and other material furnished by by the National Committee on Boys and Girls Club Work. The National Committee will also cooperate as usual in relation to the other main activities of the Week.
7. Special 4-H exhibits, demonstrations, and posters in public places.
8. Especially featured 4-H meetings, parades, and other 4-H events.
9. Announcement of a 4-H Club calendar for year on State, county, or local basis. Such a calendar might include such items as the 4-H goals, dates of 4-H events, and local leaders' meetings.
10. Mobilization of the 4-H delegates attending 1949 National 4-H Camp and the 1949 National 4-H Club Congress in helping to make the 1950 National 4-H Club Week as significant as possible.

SOME SUGGESTIONS FOR PARTICIPATION OF FRIENDS OF 4-H CLUB WORK

National 4-H Club Week may be an opportune time for the participation of the friends of 4-H Club Work--donors, sponsors, advisers, volunteer leaders, and members of service clubs, as well as members of national, State, and local 4-H committees. All such leaders may do much to call attention to the importance of the 1950 National 4-H Club Week, as well as to assume various responsibilities in carrying out special activities during the week to reinforce any 4-H events planned. Special meetings may be held on national, State, and local levels to report on the status of 4-H Club work, achievements to date, and to exchange ideas for the further strengthening of the work.

SUMMARY OF NATIONAL PLANS FOR OBSERVANCE OF NATIONAL 4-H CLUB WEEK

See pages 3-4

Nationally, this week will be featured by the most recent 4-H report by radio to the Nation, by news releases, magazine articles, exhibits, and in other ways. Special messages from high-ranking officials will be sent to all State club leaders. Fact sheets for use of editors and others will also be prepared and sent. What 4-H Club work is, its peacetime goals, and special plans for 1950 will be highlighted. Special emphasis on the importance of a good beginning and a good completion will be featured in every way possible.

Some special National 4-H broadcasts have already been arranged. Announcements will be made later. The cooperation of several other agencies, as well as a number of commercial concerns, has been assured.

As is customary, the National Committee on Boys and Girls Club Work will cooperate to the full in (1) furnishing supplies such as 4-H posters, stickers, slogan cards for window displays, colored slides with narration, various transcriptions featuring the 4-H Club program, and phonograph records; (2) helping to get 4-H announcements on commercial radio broadcasts; (3) interesting commercial concerns in taking part in the observance of the week; and (4) supplying material for use in magazine and farm papers.

SUGGESTED 1950 STATE 4-H PLANS

1. State 4-H radio and television broadcasts.

These may feature total 4-H accomplishments, values and 1950 goals.

2. Messages to all 4-H members by high Federal and State Government officials and other prominent friends of 4-H Club work.

There will be a special message by the President of the United States.

3. National and State news and feature material.

These will be concerned with total accomplishments by 4-H members during the past year in community, county, State and Nation, the far-reaching values of the 4-H program and encouragement of 4-H members and local leaders to continue.

4. Magazine articles and feature articles.

In this connection, of special importance will be the weekly and Sunday newspapers, as well as Extension news channels.

5. Use of National and State 4-H posters.

A large number of very attractive posters are now available through the courtesy of the Spool Cotton Company.

6. Use of window displays, stickers, gate signs, and other aids.

Such aids will be furnished by the National Committee on Boys and Girls Club Work. "The National 4-H Club News" will play a significant part in providing suitable recognitions for deserving local leaders and 4-H members and various suggestions for helping 4-H members achieve their goals during 1950.

7. Commercial cooperation; window displays of 4-H Club effort.

8. Emphasis on the national 4-H theme "Better Living for a Better World."

A SUGGESTED GOVERNOR'S MESSAGE

Each year, many high-ranking officials make statements regarding the observance of National 4-H Club Week. Among such are messages by governors in various States. A 1949 typical message is here presented.

STATE OF OREGON
Executive Department

TO 4-H CLUB MEMBERS:

The annual observance of National 4-H Club Week from March 5 to 13, affords me an opportunity to extend greetings to the Oregon 4-H Club members.

I am delighted to have this means of conveying to you individually through your local clubs my congratulations on the excellent record that you have established in your various activities. Not only the members but the State of Oregon also has gained recognition for the achievements of the Oregon 4-H clubs.

Those of us in Oregon who have followed your progress are proud of you. You have contributed to the State's welfare in the past through your individual efforts to increase production, which in turn has benefited many other lines of business and industry and the State generally. You are building a greater Oregon as you build your own careers. Best wishes to you, and keep up the good work.

(Signed) DOUGLAS McKAY,
Governor.

A SUGGESTED STATE MESSAGE TO ALL 4-H MEMBERS

National 4-H Club Week is one of two special weeks which 4-H Club members throughout the Nation join in observing each year. Held each spring about "planting time," it is a high point in setting the year's 4-H goals, and planning the 4-H program. Moreover, it serves as the "kick off" for the whole year's work.

Better Living for a Better World is the main theme for National 4-H Club Week again this year. Rural boys and girls, who participate in 4-H projects and are active in building strong 4-H Clubs, are working together for a better home community. Building a better home community makes for a better world and a better world community.

Study your plans and see that these plans fit your own needs and those of your club and your community. Check your 4-H Club program and plans against the ten 4-H guideposts. Do they stress— (1) developing talents for greater usefulness? (2) joining with friends for work, fun, and fellowship? (3) learning to live in a changing world? (4) choosing a way to earn a living? (5) producing food and fiber for home and market? (6) creating better homes for better living? (7) conserving nature's resources for security and happiness? (8) building health for a strong America? (9) sharing responsibilities for community improvement? (10) serving as citizens in maintaining world peace?

Check up also on your individual 4-H activities in which you intend to participate some time this year. Do you have your needed 4-H supplies and membership card? Have you started your records on your projects and are you keeping your record book up to date?

Are all the boys and girls in your community, who are 10 to 21 years old, 4-H Club members? If not, helping them to get started on some 4-H projects will help them, will help you, will help your 4-H Club and your community.

Now is the time to rededicate yourself to the 4-H ideals. For 1950 really pledge your Head to clearer thinking, your Heart to greater loyalty, your Hands to larger service, and your Health to better living for your club, your community and your country. This year, really strive To Make the Best Better. You will have more fun. You will be developing into better and more useful citizens. You will be working together for a better home and world community.

--Georgia State 4-H Office

SUGGESTED STATE BROADCAST BRIEFS

"Better Living for a Better World" that's the theme for National 4-H Club Week this year. The dates for this event have been set for March 4 to 12 and during that week, 4-H Club members all over the country will be "getting set," with that theme in mind, for another successful year of 4-H Club work. At the same time these boys and girls and their leaders hope to interest others in joining 4-H Clubs. The theme, "Better Living for a Better World," is not just a high-sounding phrase to those 4-H youngsters. It's a real practical motto for work and effort in their clubs and in their daily lives. And they back up their ideas with actions. Clubs and counties worked together to do their bit toward a better world last year by sending CARE packages, by collecting and mending clothing to send overseas, by adopting needy families abroad, and by contributing money to buy hoes and rakes and other small tools to send to Germany. That gives you an idea of the kind of service and the kind of philosophy behind these clubs. Remember the dates of the National 4-H Club Week.... March 4-12.

New York

"Largest rural youth organization in the world, the 4-H Clubs are observing now their National 4-H Club Week. Numbering almost 2,000,000 boys and girls between the ages of 10 and 21 years, they are enrolled in nearly 100,000 clubs throughout the United States as well as in Alaska, Hawaii, and Puerto Rico. England, Norway, Sweden, Denmark, Finland, Cuba, Venezuela, Korea, and other nations also, have 4-H Clubs or similar organizations.

"The 4-H Club program provides opportunity for activity, adventure and achievement. Each 4-H member does one or more phases of project work, under supervision of the county Extension agent and local volunteer leaders, that will demonstrate or teach better ways of homemaking and agriculture. 4-H boys and girls are practicing democratic procedures and developing in their 4-H Clubs a deeper appreciation of life in the country and of the democratic way of life."

Mississippi

"The annual observance of National 4-H Club Week begins (or began) Saturday, March 4. It is a nation-wide program, affecting nearly two million 4-H boys and girls, but has a special and particular interest for many thousands more. The occasion is the time when new members may enroll.

"More than (number) boys and girls on (State) farms and in (State) towns are members of the 4-H Clubs. There is opportunity now for many thousands more who wish to join this fine voluntary organization, whose creed and principles are expressed in their club pledge.

"I pledge

My head to clearer thinking
My heart to greater loyalty
My hands to larger service
And my health to better living
For my club, my community and my country."

Colorado

"During any 4-H Week, no better tribute to the 4-H Clubs could be given than the one by our Dr. C. B. Smith.

"4-H Club work is a kind of training in which rural youth learns better ways of farming and homemaking, better ways of working together in groups and on community matters, better ways of living. It recognizes the basic educational values of farm life. It puts the emphasis on self-reliance, character and an appreciation of the things of the open country. It makes for good homes, good citizens and a cultural rural life."

West Virginia

SUGGESTED COUNTY OR COMMUNITY PLANS

See pages 3-4

1. Information about the 1950 National 4-H Club Week in radio and television broadcasts, weekly papers, extra editions, editorials, and advertisements. Emphasis on the 1950 national 4-H theme, "Better Living for a Better World."
2. Opportunity provided 4-H members to become familiar with the 10 4-H guideposts; to use these to analyze their own situations, and to check up on the progress of their work to date; to reaffirm their intention of attaining their 1950 goals; and to rededicate their Heads, Hearts, Hands, and Health in working together for a better home and world community. See pages 3-4.
3. Action taken to provide needed supplies, equipment, and instruction to insure satisfactory completions.
4. Survey of young people eligible for 4-H membership in every community in keeping with a map for the community, showing the homes of those not enrolled.
5. Some responsibility placed on every 4-H member in reaching those eligible for 4-H membership. Disregard if 4-H enrollment drive has been completed.
6. 4-H exhibits, including window displays in local banks or store windows.
7. 4-H demonstrations in local store windows or community meeting places.
8. 4-H posters or stickers for use on windows in homes or on farm gates of 4-H members.
9. 4-H posters in town hall, post office, local bank, local theaters, or other public places.
10. Use of 4-H stickers on menu cards in leading hotels.
11. Some observance of National 4-H Club Week in local churches on March 5 or 12.
12. Assembly programs on 4-H theme, exhibits, and use of loud speaker systems in schools regarding 4-H Club work.
13. Local 4-H parades and other 4-H events, such as "open houses" held by 4-H members.

14. Motion pictures of 4-H Club work in local theaters; use of 4-H transcriptions or 4-H colored slides.
15. Participation of 4-H Club members in adult programs, reporting what has been accomplished and what is being planned for 1950, especially in connection with the 1950 theme, "Better Living for a Better World."
16. Announcement of 4-H Club calendar for year, including such items as 4-H goals, dates of 4-H events and local leaders' meetings, and plans for ensuing year.
17. Announcement of names of new members enrolled.
18. Recognition of local 4-H leadership.
19. Publication of letters from former 4-H Club members in local papers.
20. Use of 4-H flags and banners.
21. Wearing of special 4-H parade uniforms, 4-H insignia on arm bands, or special 4-H pins.

SOME SUGGESTIONS FOR SPECIAL 4-H MEETINGS
DURING NATIONAL 4-H CLUB WEEK

"4-H OPEN HOUSE WEEK"

1. Use of town hall or some other community place to provide opportunity for 4-H members to show what they can do.
2. 4-H exhibits on display, as well as 4-H posters and pictures illustrating work done.
3. All parents and neighbors of 4-H members encouraged to attend.
4. Serving of refreshments prepared by 4-H members at certain stated times.
5. 4-H programs in which demonstrations are given by Club members and talks are given by outstanding friends of 4-H work.

6. Important program features:

4-H music.

Pledge of allegiance and 4-H Club pledge.

7. Statement of 4-H goals set up locally and progress made toward attaining them, especially in relation to the 10 4-H guideposts; reference to national 4-H goals in connection with the present peacetime situation.
8. Some 4-H ceremony to help members to live up to the ideals embodied in the 4-H Club pledge, particularly in relation to the 4-H guideposts. Such a ceremony might well be developed by the members themselves.
9. Public demonstrations showing what can now be done locally to help carry out the 4-H Club theme.
10. Report of new members enrolled since National 4-H Achievement Week, followed by a 4-H admission ceremony.
11. Report of special 4-H activities to date by 4-H members.
12. Announcement of plans for special 4-H programs for the 15 to 21 age group.
13. 4-H citizenship ceremonial.
14. Inspirational talks by outstanding citizens.

"Character is a by-product of what we do - planning, checking, executing our everyday tasks, out of which are forged the ideas and ideals that make possible the great achievements of life."

MATERIALS FOR CIRCULAR LETTERS

Many itemized suggestions contained in this manual regarding the observance of National 4-H Club Week can be issued to advantage in letters to local leaders, presidents of clubs, and parents of club members. Reference may also be made to previous manuals in which suggestive circular letters are included. Messages by prominent officials and other materials will be ready for distribution by February 1.

It is important that local leaders be given as much assistance as possible. A suggested letter to local leaders from the county extension agent follows:

TO ALL LOCAL 4-H CLUB LEADERS:

Subject: Observance of National 4-H Club Week - March 4-12

Let us begin early to plan for the observance of National 4-H Club Week, March 4-12 by calling attention to the observance of the Week at your club meetings, particularly in February. Let us see to it that every 4-H Club encourages its observance by the entire community.

Theme: Better Living for a Better World.

Main Objectives: To help 4-H members:

1. To develop their own 1950 plans, based on their 1949 achievements, particularly on the local and county basis. "Once a 4-H member - always a 4-H member."
2. To check on their supplies and equipment to insure satisfactory completions of the project work.
3. To obtain the needed supplies and equipment.
4. To announce the 4-H calendar of work for the year.
5. To tell the 4-H story of their own 4-H experiences.

County and Local Resources:

The observance of National 4-H Club Week may be highlighted by means of:

1. Daily and weekly news channels.

2. Window displays with 4-H members participating.
3. Local 4-H programs at special 4-H meetings, tours and parades.

4-H members may parade in the new green cape and hat designed for such occasions.

4. 4-H movies at local theaters.

Aim to show "The Green Promise," if possible.

5. "National 4-H Club News."

Contains many helpful ideas for observance of the Week. Encourage use in local 4-H Clubs.

6. Local 4-H radio broadcasts and television shows.
7. Feature articles and editorials on 4-H Club Week in weekly and Sunday newspapers.
8. Special 4-H ceremonials, luncheon and dinner meetings.
9. Use of 4-H posters and stickers.
10. Circular letters to all 4-H officers and committee members regarding suggestions for observance of National 4-H Achievement Week.

Many experienced 4-H leaders believe that it is most important to observe this Week because of its great value in helping young people to reach the 4-H goals. Such effort is essential to the normal, steady growth of every boy and girl in helping him to see the job through - which, in turn, does much toward the building of staunch character. Let us do our full part to make the observance of National 4-H Club Week a powerful force for good in strengthening the 4-H program everywhere and in helping the young people participating to gain those satisfactions that come from a realization of doing their full part of the world's work.

Most sincerely,

SOME SUGGESTIONS FOR LOCAL 4-H PUBLICITY

1. Provide editors of local papers with material in relation to the general theme accompanied by information on national and local 4-H accomplishments. Stories of outstanding achievements of 4-H members are especially effective.
2. Consult managers of local stores regarding window displays. Some have special plans already under way. Furnish 4-H products for display purposes.
3. Send circular letters to all local leaders, presidents of clubs, and parents of club members, acquainting them with plans for National 4-H Club Week and what they are expected to do. Circular letters concerning National 4-H Club Week may also be sent to 4-H members.
4. Make contact with local radio and television broadcasting stations regarding special 4-H programs during National 4-H Club Week, highlighting the main 4-H theme, the 10 4-H guideposts, achievements of local 4-H members, as well as the extent of 4-H Club work today.
5. Plan with local 4-H leaders various ways of reaching more young people with the 4-H program.
6. Announce 4-H Club calendar and plans for ensuing year, as formulated by the local 4-H Clubs.
7. Put 4-H posters and 4-H window cards in public places throughout the county.
8. Obtain the cooperation of the local clergy and the teachers. Supply them with information regarding National 4-H Club Week and 4-H plans for the ensuing year.
9. Use the illustrations at the end of the circular.
10. For other suggestions, refer to previous manuals on National 4-H Club Week which may be in the county extension files.

SUGGESTED HEADLINES FOR ARTICLES IN PAPERS

The President Pays Tribute to the 4-H Clubs of the Nation.

The Theme, "Better Living for a Better World," Features the 1950 National 4-H Club Week.

Nation Honors 4-H'ers March 4-12.

Your 4-H Clubs Have Given America One of Its Most Priceless Gifts - the Training of Youth for the Future. Reward Their Work and Faith with Your Support.

4-H Experiences of Much Value in Leadership and Citizenship Development.

Give Your Unfailing Support and Consideration to all 4-H Club Work. A Little Time Spent Now Will Reap a Big Dividend Later.

4-H Program - Real Preparation for the Job of Living.

_____ County Proudly Acclaims their 4-H Youth.

4-H Week is "Kick-off" for the Year.

The American Way of Life is the 4-H Way.

Dr. 4-H and His Quiz Kids Heard Over Station _____.

Parents Play on the 4-H Team.

Head, Heart, Hands and Health Properly Developed are the Four Essentials for a Good Citizen.

Rural Youth Organization is Inspiration to Club Members.

We Are Proud to be Able to Serve the 4-H Clubs of _____ County.

More Power to the Leaders and Members of the 4-H Clubs.

National 4-H Club Week Mirrors Spirit of Great Youth Program.

4-H Club Boys and Girls Go Into Action.

The 4-H'ers are the Farmers and Ranchers of Tomorrow.

Cooperate with the Youth of Your Community in Observing National 4-H Club Week - March 4 to 12.

Governor _____ Proclaims 4-H Club Week March 4 to 12.

Nearly 2,000,000 Club Members Observe National 4-H Club Week.

Parent Support is Important Asset in 4-H Club Program.

One of _____ County's Most Priceless Treasures - Her Youth.

A SUGGESTED MESSAGE TO LOCAL LEADERS

"As citizens of this county, we would like to take this opportunity to personally congratulate you 4-H leaders for the fine job you have been doing with our rural youth. It is only through your unceasing efforts and the many hours of your time that this task has been accomplished. We know that often you are busy with your own work at home but time and time again you have worked a little faster and stayed up a little later in order to make your 4-H Club click. You realize the great responsibilities that have been given you in helping these 4-H'ers become the kind of adults this nation needs. May your National 4-H Club Week be a great success so that many young people will have the opportunities you are helping to provide. We want to urge every boy and girl between the ages of 10 to 21 to join the 4-H organization in this county under your inspiring leadership.

Mississippi

THE 1950 THEME AND THE TEN 4-H GUIDEPOSTS

4-H members worked together for "Better Living for a Better World" in keeping with their ten 4-H guideposts:

1. DEVELOPING TALENTS FOR GREATER USEFULNESS.
2. JOINING WITH FRIENDS FOR WORK, FUN, AND FELLOWSHIP.
3. LEARNING TO LIVE IN A CHANGING WORLD.
4. CHOOSING A WAY TO EARN A LIVING.
5. PRODUCING FOOD AND FIBER FOR HOME AND MARKET.
6. CREATING BETTER HOMES FOR BETTER LIVING.
7. CONSERVING NATURE'S RESOURCES FOR SECURITY AND HAPPINESS.
8. BUILDING HEALTH FOR A STRONG AMERICA.
9. SHARING RESPONSIBILITIES FOR COMMUNITY IMPROVEMENT.
10. SERVING AS CITIZENS IN MAINTAINING WORLD PEACE.

SUGGESTED ITEMS FOR USE IN DISPLAY ADVERTISEMENTS

(From West Virginia)

WE'VE BEEN WATCHING 4-H'ERS

We've seen them grow and develop into an organization that benefits rural youth in (State). We've watched them as they've included more and more activities in their program. We've watched them improve their project work as they have learned better ways of doing many farm jobs. We've watched them as they have become better and better citizens. We're proud to support 4-H Club work. During this National 4-H Club Week, we hope everyone will take advantage of the opportunity to learn more about this great youth movement. Congratulations, 4-H boys and girls.

(Sponsor's Name Here)

LEADERS, TAKE A BOW---

We would like to Take This Opportunity to Personally Congratulate the Volunteer Leaders in This County For the Fine Job You Are Doing with Our Rural Youth. It Is Only Through Your Unceasing Efforts and the Many Hours of Your Time That This Task Has Been Accomplished. We Know That Often You Are Busy With Your Own Work at Home, But Time and Time Again You've Worked a Little Faster and Stayed Up a Little Later in Order to Make Your Club Click. You Realize the Great Responsibilities That Have Been Given You in Helping These 4-H'ers Become the Kind of Adults This Nation Needs. Congratulations, Leaders!

(Sponsor's Name Here)

FORWARD WITH 4-H---

It's the People in This Community Who Keep Things Running Smoothly, and You Young People in 4-H, Our Future Leaders, Are Already Doing Your Share....You Have Helped Sponsor Scrap Drives, Collect Old Clothing. You Have Sent Seeds and Cultivators Abroad. You Have Helped to Improve Your Own Communities. We Have Called On You Again and Again For Help and We Are Proud of the Way Your Training is Helping You to Become Worth While Citizens. So, the Best of Luck to You 4-H Boys and Girls. And Congratulations For a Job Well Done!

(Sponsor's Name Here)

4-H IS A GOOD INVESTMENT

We've Been in the Banking Business For _____ Years and We Think We Know a Sound Investment When We See It. Enrolling In 4-H Will Pay Dividends Fast, and Payments Will Come Regularly In the Form of New Friends, Successful Projects and Unlimited Opportunities. We Believe You'll Have to Look a Long Time Before You Will Find a More Profitable, Safe Investment.

(Sponsor's Name Here)

4-H CLUB PARTICIPATION PROVIDES---

1. Inspiration
2. Training and Experience in Cooperation
3. Leadership
4. Community Service
5. Good Citizenship

That's Why We Say 4-H Club Work Is The Finest Possible Training for Boys and Girls. Keep Up the Good Work, 4-H Boys and Girls.

(Sponsor's Name Here)

NATIONAL 4-H CLUB WEEK

March 4-12, 1950

SUGGESTIONS TO THE GENERAL PUBLIC

Get acquainted with the 4-H Club Program.

Help recruit members for a 4-H Club.

Assist in organizing a 4-H Club.

Be a local 4-H leader or help members find one.

Encourage your own boys and girls to be 4-H members.

Encourage other boys and girls to be 4-H members.

Help to transport members to 4-H meetings.

Encourage and help members to take part in various 4-H Club activities.

Assist members to secure needed equipment and supplies.

Encourage members to complete their project work.

Help the local 4-H Club with its activities.

Back up the 4-H Clubs and club leaders in your neighborhood.

Tell parents what 4-H Club work can mean to their own boys and girls.

Help outstanding community leaders to recognize the far-reaching values of the 4-H Club program.



POSTERS

Both of these sketches may be used as they are for illustrations, or they may be used as poster suggestions.

The boy and girl could be drawn or they could be photographic enlargements in either case. If drawings are used, and if they contain a good contrast of black and white, the background board should be of a medium tone. If photographic enlargements are used, probably the background should be warm and light, - yellow, yellow-green, orange, or peach. It will depend upon the quality of the photograph; the best idea is to cut it out and try it against boards of different colors.

If the sketch at the right serves as a poster plan, an actual calendar page could be used. Be sure it is big enough in relation to the rest of the poster. A very light tint should be put over the days of 4-H Week. This tint should be bright enough to call attention to the dates, but not deep or dense enough to obscure the numbers.



Spots



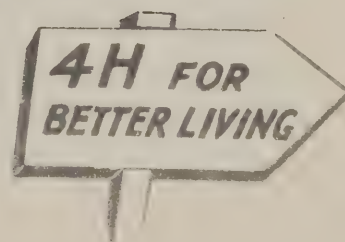
Write in
"Picnic", "Party",
"Meeting" etc.
above pen point.



BETTER LIVING
for a
BETTER WORLD



**CALLING
ALL 4H PARENTS**



4-H SPOTS

How
Does
Your
Garden
Grow?



*Get
Set-* NATIONAL
4-H CLUB WEEK



BETTER LIVING FOR
A BETTER WORLD



Forward!

NATIONAL 4-H CLUB WEEK

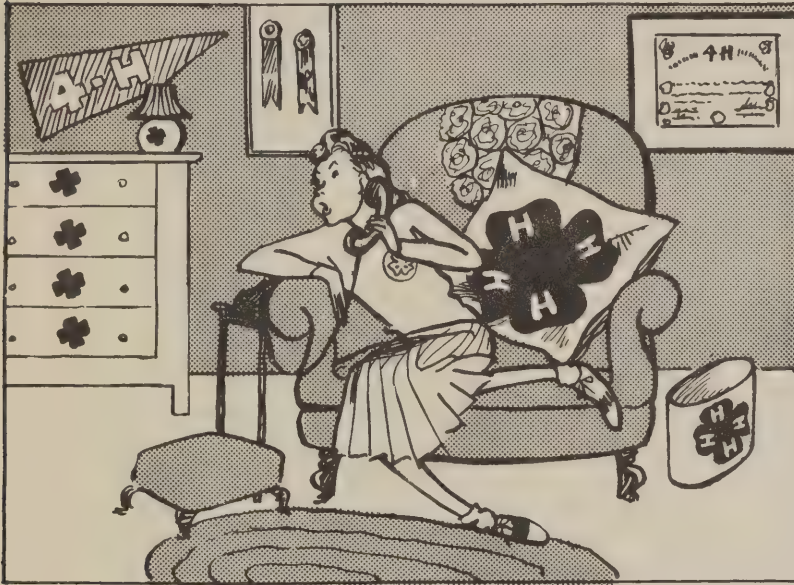


We 4-H PARENTS pledge—

- OUR HEADS to help our youngsters plan their projects wisely.
- OUR HEARTS to constant encouragement.
- OUR HANDS to help them reach their goals.
- OUR HEALTH to keep them strong and well,

for THEIR CLUB, THEIR COMMUNITY, and
THEIR COUNTRY.

CARTOONS




"No, Elbert! I simply couldn't date a man who isn't 4-H! Not during National 4-H Club Week, anyway!"

"But Da-a-a-dy! I don't care if it is the grand prize- I simply couldn't go to Bermuda during National 4-H Club Week. I'd miss everything!!"



NEWSPAPER ADS

In the 3-column ad below, a letter typed on the letterhead of the advertiser, and signed by him, should be substituted for the letter shown.



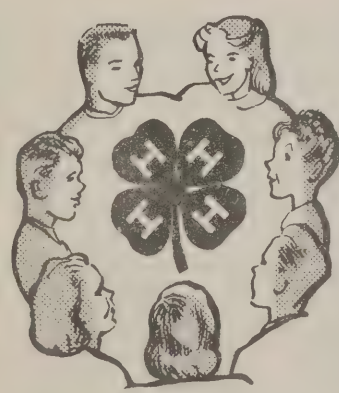
JOHN M. JONES CO. (INCORPORATED)
1000 N. 1st St., Seattle, Wash.
Telephone 2-1111

TO 4-H BOYS AND GIRLS,
EVERYWHERE.

Dear Boys and Girls,

Sincerely,
John M. Jones
President.

Advertiser's name, etc.




'Round the 4-H Clover-

Advertiser's name, etc.

BETTER LIVING
for a BETTER WORLD

4-H



NATIONAL
4-H CLUB WEEK
MARCH 4-12, 1950

Advertiser's name, etc.

4-H FLANNELGRAPH

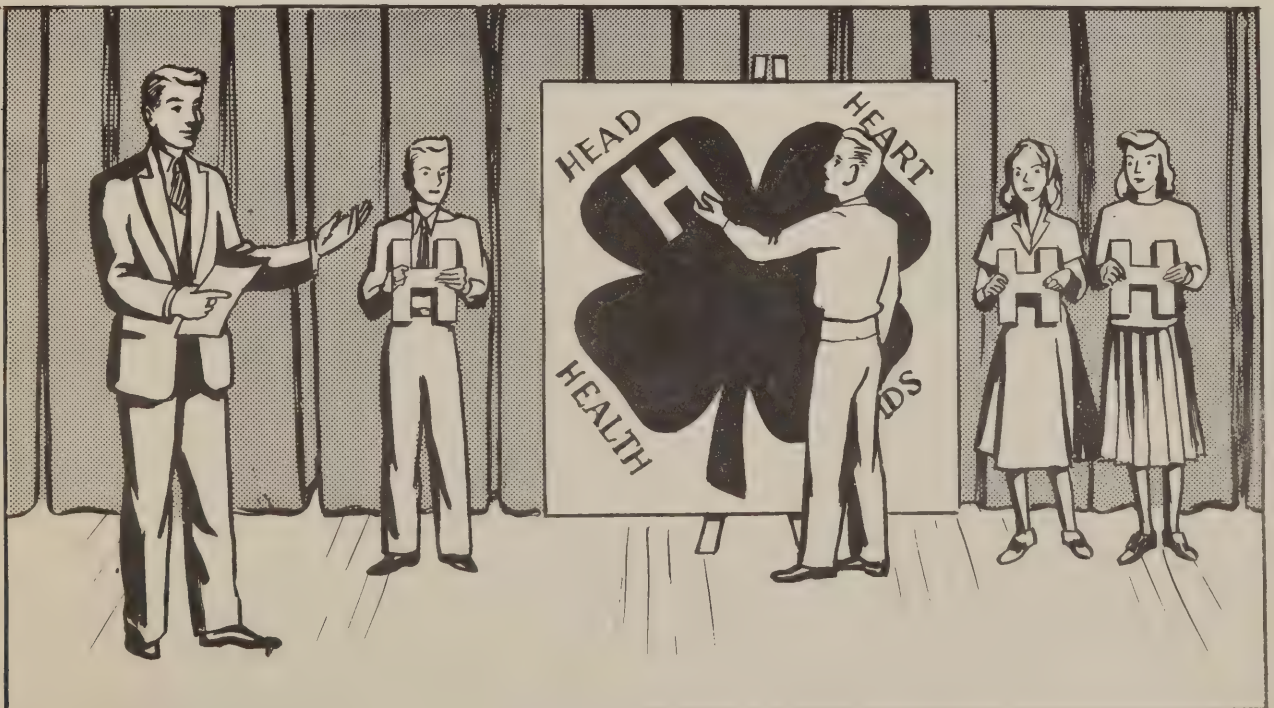
The flannelgraph, made of ordinary cotton flannel, works on the principle that flannel sticks to flannel, without the need of bothersome thumbtacks or sticky tape. Pieces may be added gracefully as a talk progresses, to emphasize points as the speaker makes them.

The added pieces are more effective when cut out of stiff paper such as construction paper, and backed with flannel- rather than cut directly out of flannel, which is too limp. The piece of flannel used for the background should be stretched flat on a board to give a good adhering surface. Creases can easily be removed by rinsing in water and drying flat, rather than ironing out.

CEREMONY

In the center of the stage is a large board, covered with white cotton flannel. On this has been sewed or stuck a large, dark green clover, cut out of dyed flannel. Four 4-H Club leaders each hold a large white "H" cut out of white paper and backed with flannel. As the master of ceremonies speaks on an appropriate subject, such as the meaning of "Head, Heart, Hands and Health", or the achievements aimed at for the coming year, each of the leaders comes forward at the right moment and places the "H" on the clover, until it is complete.

You may enlarge on the idea by building the clover leaf by leaf and adding anything else suitable to the idea presented. This will allow more boys and girls to take part. In fact, the idea may be adapted to many ceremonies throughout the year.



Tips ON WINDOW DECORATING



When you have a window to decorate or an exhibit to make, don't do it haphazardly. Find out how much space you have to work with, then draw up your plans on paper.

Try to think up a snappy "theme" and feature one idea, not several. Appeal to the curiosity in people; it is one of their strongest traits.

Keep it simple; busy people aren't attracted to anything that looks too complicated at first glance.

You're trying to appeal to passersby, people on the run, so try to have an attention-getting idea or device to stop them in their tracks. Here are some things that will get attention:

- . Living things
- . Moving or unusual objects
- . Colored or intermittent lights, not too glaring
- . Mechanical devices
- . Mirrors
- . Bright colors
- . Music

Keep it orderly; if you have a variety of objects to display, divide them into groups, and label each group clearly. Try to play up one group over the others.

Use care in planning and doing the lettering that people will have to read. Have it large and legible and well done, even if you have to get the cooperation of a professional sign painter.

Decide on a general color scheme, and be sure none of the colors "clash." Since dark green and white are the 4-H colors, here are the colors that go best with that combination.

- . Yellow
- . Orange
- . Red purple
- . Light green
- . Red (NOTE: Be careful that the red does not "vibrate" with the dark green. This often happens when they are used one on the other, unless the proper shade of each is chosen.)

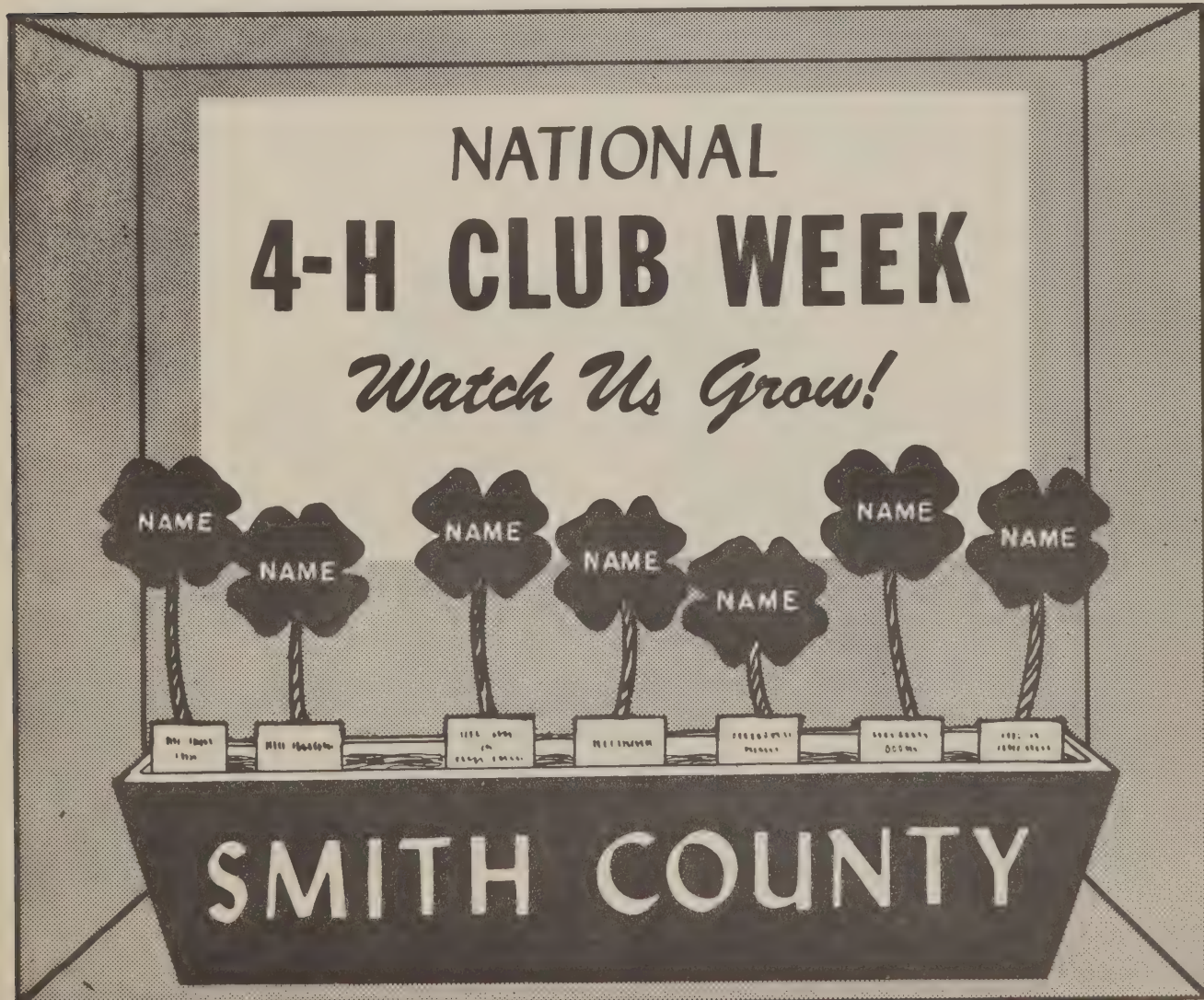
WINDOW DISPLAYS

Here is a simple exhibit which could be made by the boys and girls themselves. It was designed for a small window. The base is an ordinary window box, painted dark green. It may be filled with soil or stones. The county or township name is lettered on it in light yellow or orange, either in paint or in cut-out cardboard or wood. Such cut-out letters may be handmade or may be purchased from a window display house.

On the back wall is a large sign announcing National 4-H Club Week. It contains the slogan, "Watch Us Grow," in the same color as the lettering on the window box. The rest of the lettering on the sign is dark green.

The clovers, cut out of dark green cardboard or blotter paper, tell the story in this exhibit. As each stand for a club, the club names should be painted on the clovers in light green. The stems are very important. They should be round, slender sticks or something similar so that they may be easily pushed into the filling of the box. The stem showing between the box and the clover will serve as a sort of scale to indicate membership, completion of projects, etc. For instance, if a club has 21 members, $10\frac{1}{2}$ inches of stem might show. This would be $\frac{1}{2}$ inch per member.

A card in front of each clover could carry information about the club.



WINDOW DISPLAY

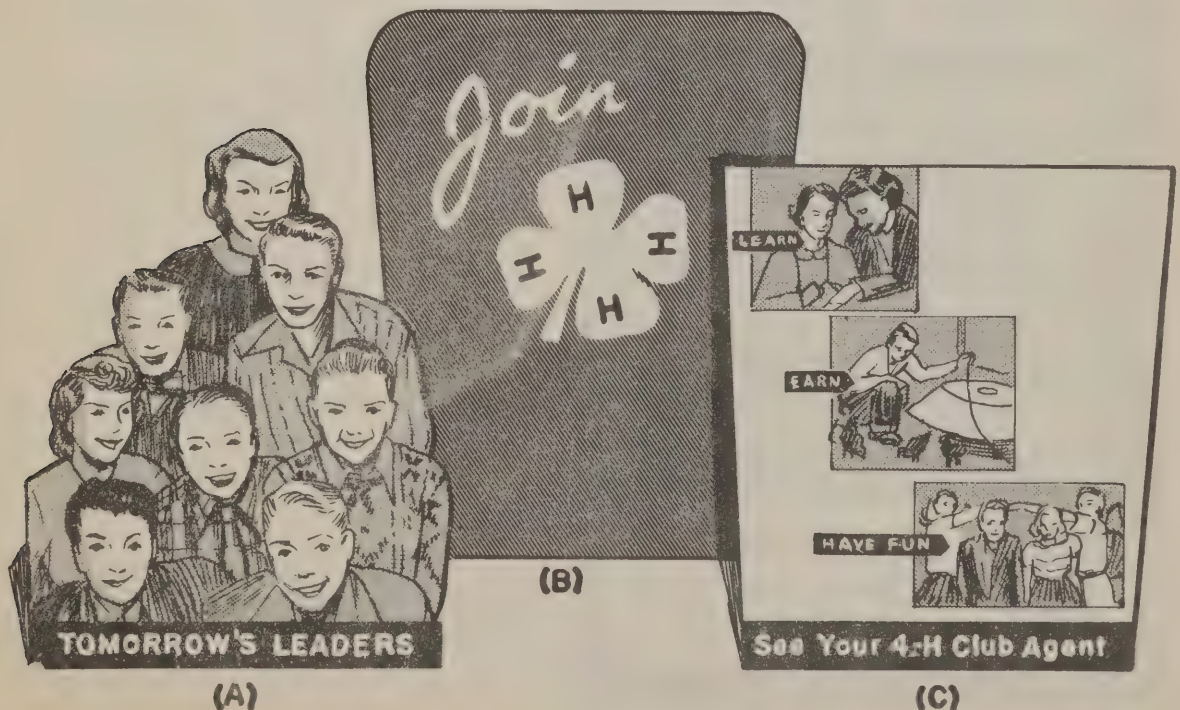
This small window display was designed by Jack Spaven, extension editor in Vermont. It consists of three separate pieces, the center piece standing a few inches behind the side pieces.

Panel (A) is a cut-out photographic enlargement of a group of 4-H'ers with a legend at the bottom reading "TOMORROW'S LEADERS." It is mounted on stiff cardboard.

The middle panel (B) is cut out of green poster board. The word "Join" and the clover are in white. The "H's" in the petals of the clover may be either black or green.

Panel (C) is white cardboard with three photographs pasted on it. The top photograph is captioned "LEARN" and shows a 4-H leader showing a club girl how to use a sewing machine. The middle photograph is captioned "EARN" and shows a club boy with a brooder and chicks. The bottom photograph is captioned "HAVE FUN" and shows a club group square dancing. Across the bottom is another legend reading, "See Your County 4-H Club Agent." All the captions on this panel are white lettering on green poster board.

Commercial cut-out letters are used for all the legends except the word "JOIN."



WINDOW DISPLAY

Here's a job for somebody who's handy with a jigsaw. An interesting and eye-catching display can be made of 8- by 10- inch photographs on a beaver-board or composition panel. The panel illustrated would be about 3 by 4½ feet.

The photographs are framed, but the frames are very simple. They are cut out of flat wood 1/8 inch or 3/16 inch thick. They will look more finished if the outside edges are slightly curved. The frame should be an inch or so wide, painted a color that contrasts with the background. A dark-green background with white frames would make an effective color scheme. The frame and photograph are tacked together onto the background.

It is advisable to use photographs that are printed on matte, or dull paper in order to avoid glare. A suggestion of color can also be given by lightly tinting the backgrounds with photographic oil colors.

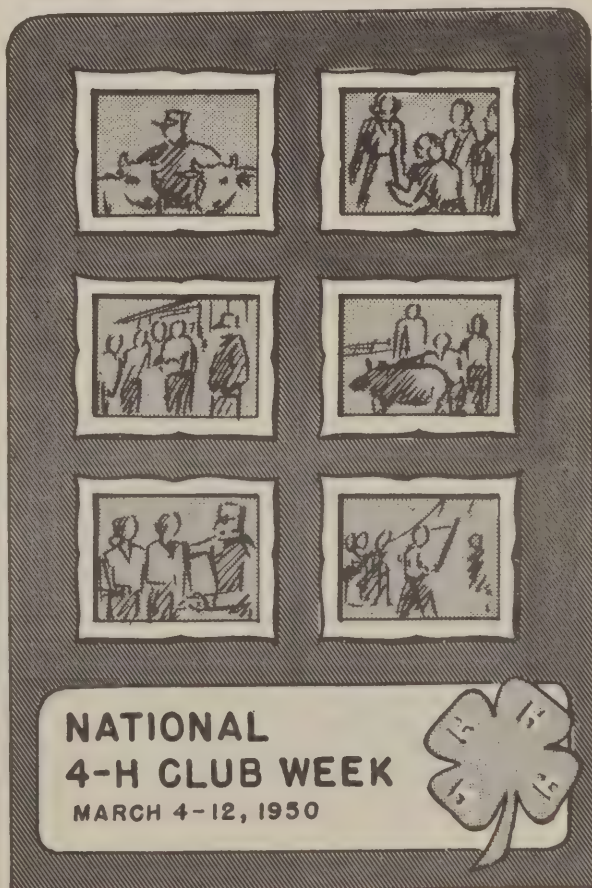
Legends for the photographs could be typed on white or yellow paper and pasted directly on the photograph with rubber cement.

At the bottom of the panel a white strip carries the caption, "NATIONAL 4-H CLUB WEEK. March 4-12, 1950," in dark-green lettering. This white strip could be painted on, or else a strip of white cardboard tacked on the background. The lettering might be done with cut-out letters, if they are available.

The 4-H clover which appears at the right of the white strip could also be cut out of wood on a jigsaw. It should be in a color that contrasts with the background or some of the edges will be lost. For instance, it could be a lighter shade of green than the background. The "H's" on the petals should be white.

To arouse local interest, the pictures should be of local groups engaged in 4-H activities, and give the names of boys and girls.

The pictures in this type of display can easily be changed. Vertical pictures can also be used with a different picture arrangement.

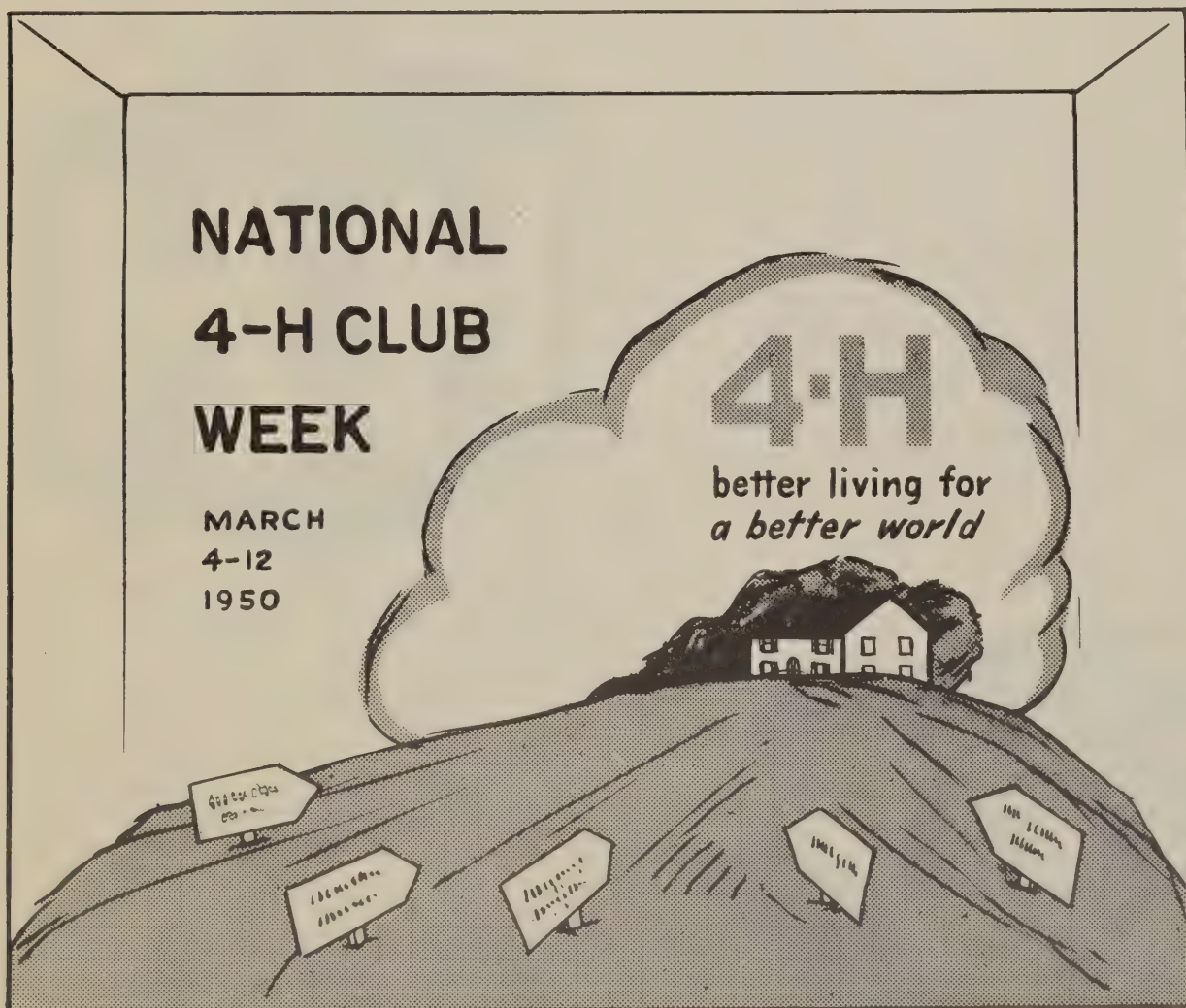


WINDOW DISPLAYS

Where a large, deep window is available, the decorating scheme shown below might be used. You would construct it the same way you do the base under the Christmas tree, using a sheet covered with green sawdust or imitation grass, so that it looks like a grass-covered hill.

The house sits on top of the hill and could be a cardboard house such as can be bought in any toy department. Or you might build a model house from the plan on the next page. The windows should be cut out and illuminated from within, perhaps with colored or intermittent lights. The trees in back of the house could be cardboard painted dark green, or real evergreen boughs.

The cloud could be cut out of white paper, and tinted around the edges, or a large map of the world could be substituted. Also, the signposts pointing up the hill toward the house could carry the names of local 4-H clubs or 4-H projects.

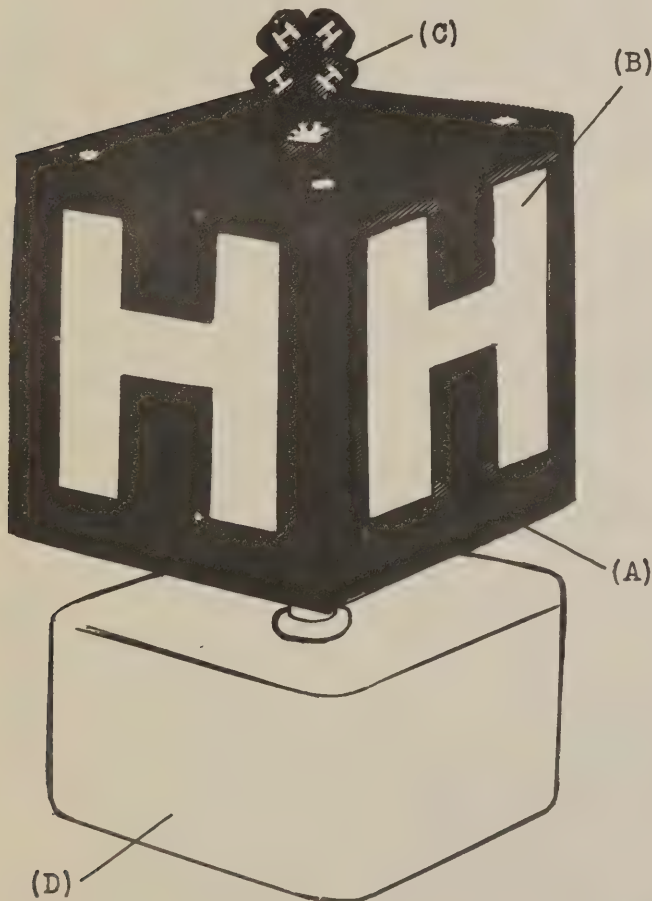


WINDOW DISPLAY

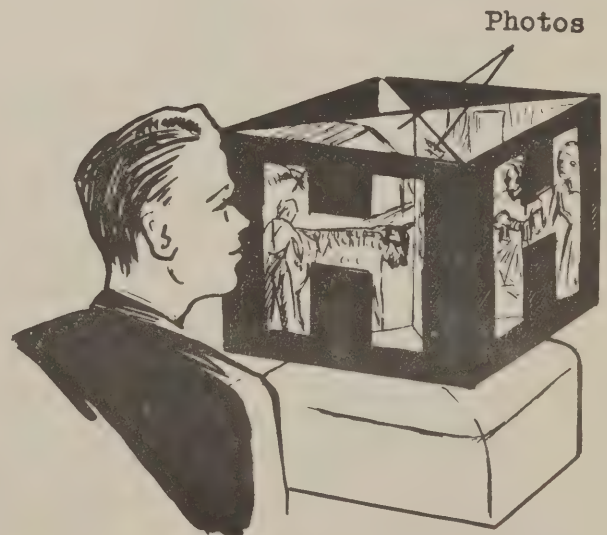
This is an idea for an illuminated attention-getting device that can be used as part of an exhibit. It can be constructed very economically if necessary, using an ordinary table lamp to supply the illumination. If you have the necessary engineering facilities, the device can be elaborated on and made to blink on and off and revolve.

The square part can be a pasteboard carton, or of sturdier construction such as wood or wallboard. This should be painted dark green (A). The four "H"s (B) are cutout windows, covered with white fireproofed crepe paper or thin cloth so that light can shine through from within.

The top should be covered and topped by a 4-H clover (C). The display could be mounted on a turntable mechanism (D) if available, or perhaps an ingenious 4-H'er could convert an electric phonograph for the purpose.

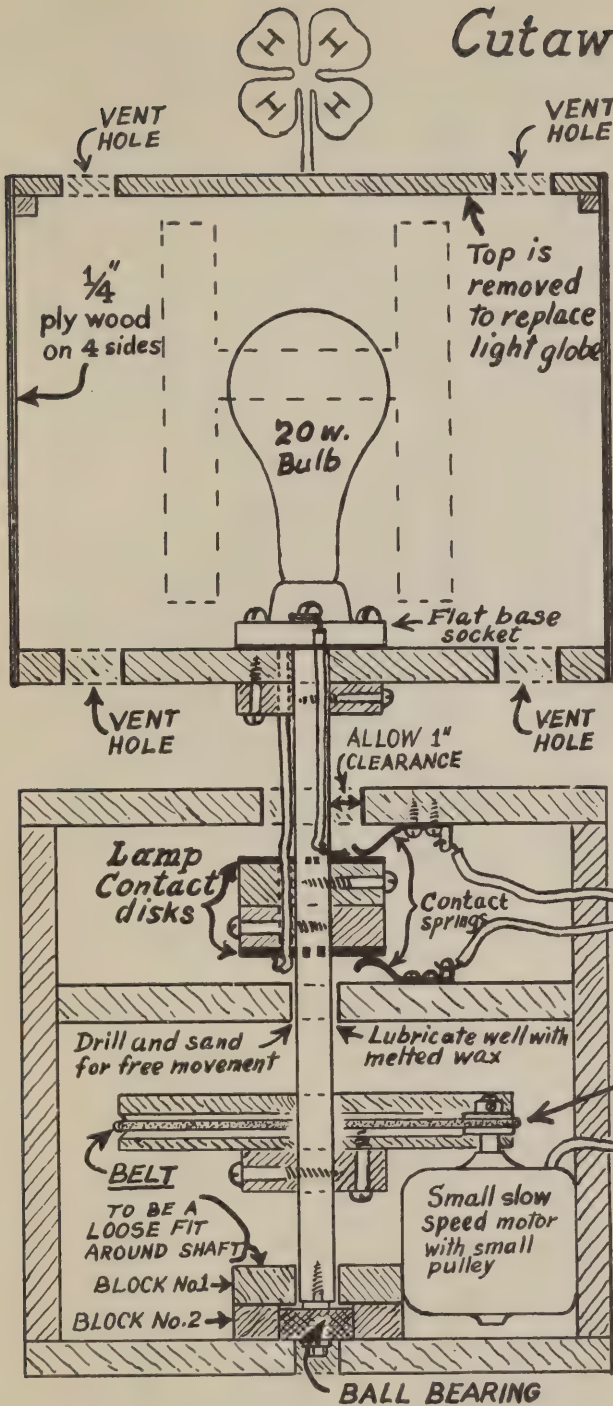


People are intrigued by peepholes. Using this idea, the device might be constructed so that people could look inside and see a display. This could be done by covering the windows with cellophane, and dividing the inside of the box into four triangular sections. Photographs might be mounted on the side walls of each section, or a miniature scene using small cardboard figures could be built to show 4-H activities.

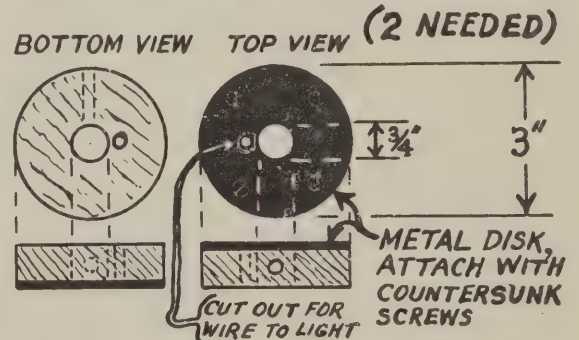


MAKE IT SAFE! Use a 20 watt bulb or smaller so that it won't burn or scorch the box. And cut holes for ventilation in top and bottom.

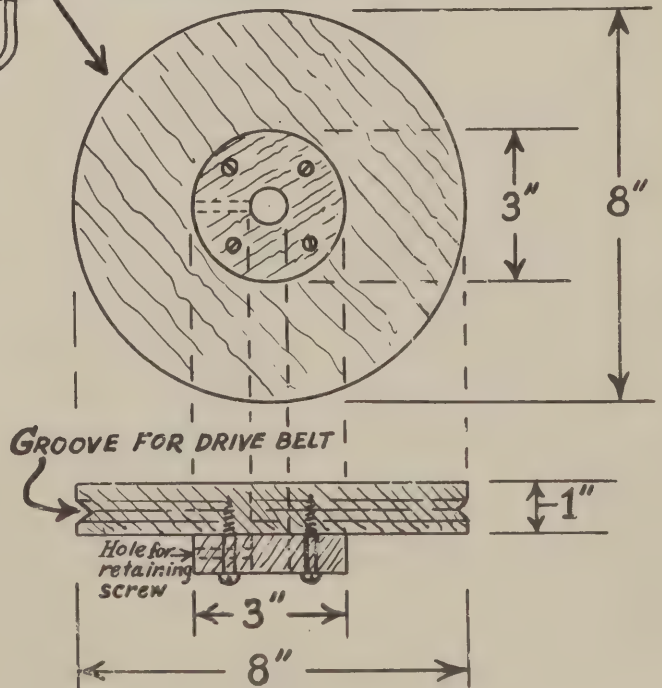
Cutaway View and Other Details of Display Device



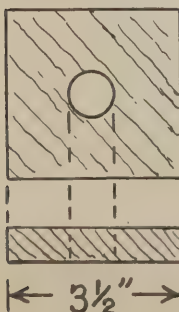
DETAIL OF CONSTRUCTION OF LAMP CONTACT DISKS —



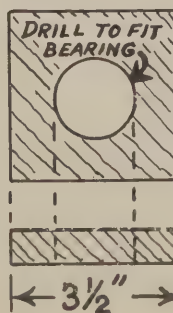
Wood Pulley Disk Construction



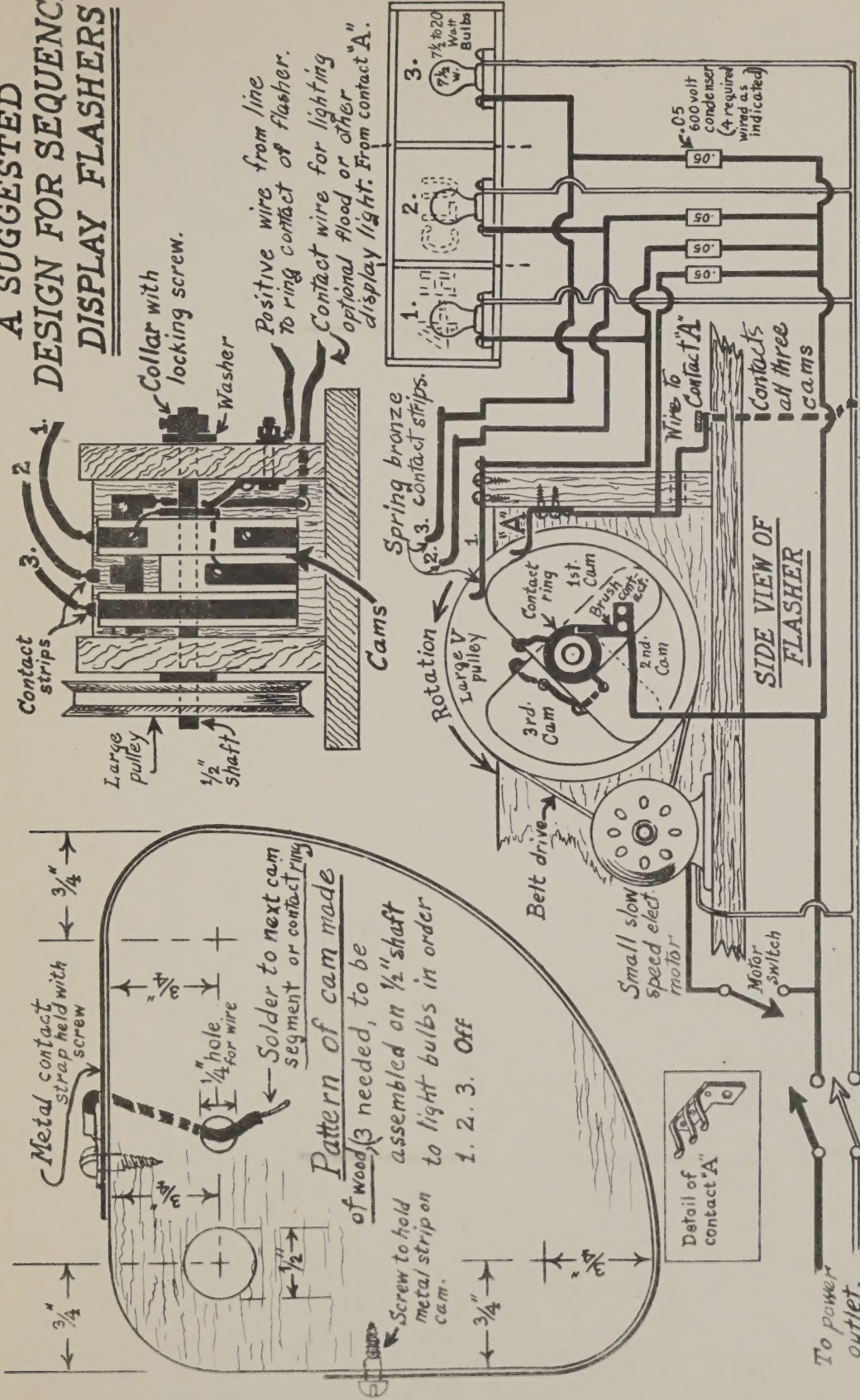
BLOCK No. 1



BLOCK No. 2



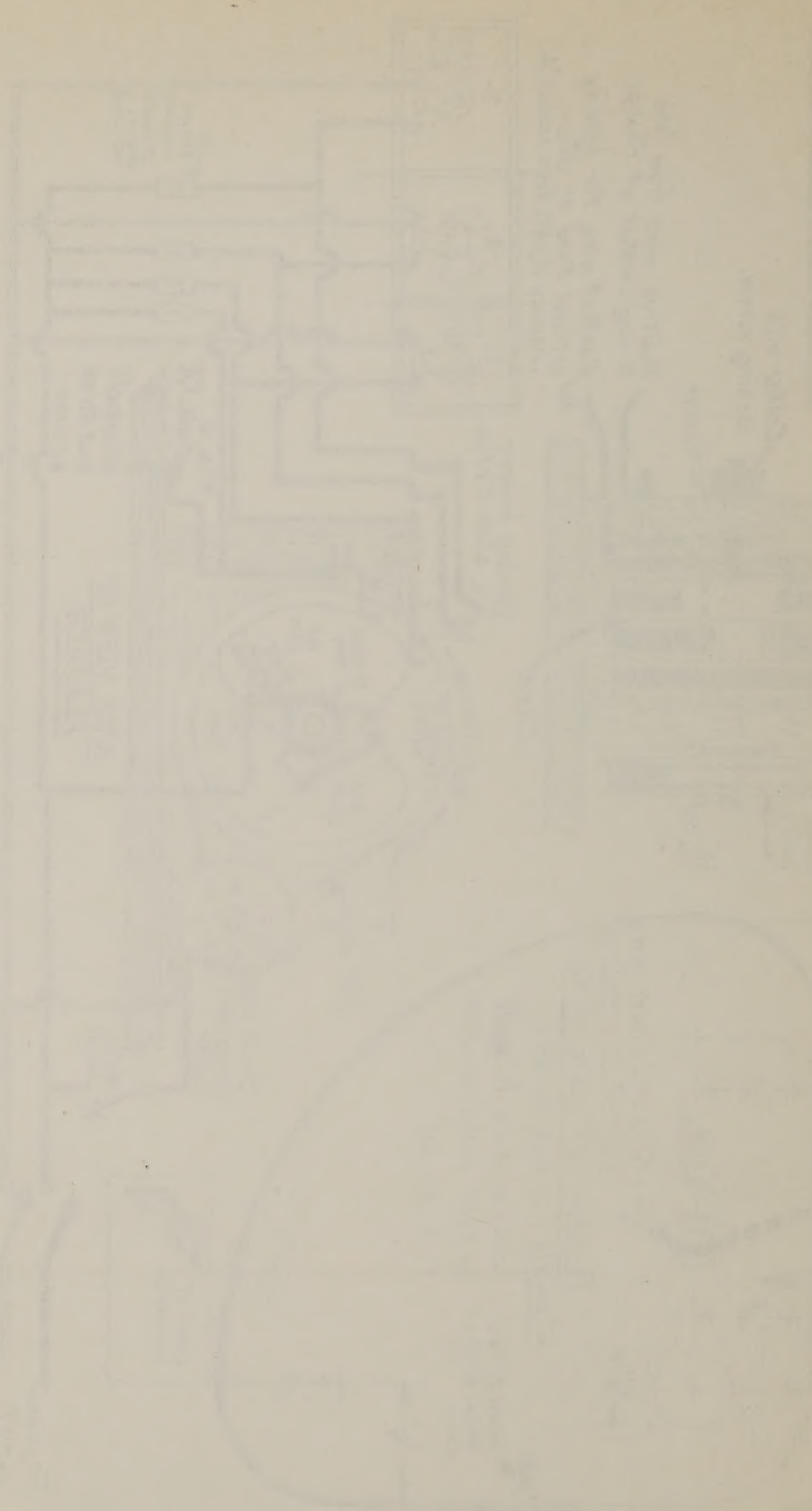
A SUGGESTED DESIGN FOR SEQUENCE DISPLAY FLASHERS



Optional for flood lighting photo, or other display once each cycle.

The materials used to build this flasher may usually be found in local areas. The cams are made of wood with $\frac{1}{4}$ " or $\frac{3}{8}$ " metal straps (bands) attached to the outer edges with screws. The strips which contact these bands can be made of either spring bronze or copper. The strips should be just sufficient to maintain a steady light. The contact ring should be insulated from the $\frac{1}{2}$ " steel shaft and attached to the cam with countersunk screws. Connection between cams can be made by soldering jumper wires from cam to cam, or from cams to contact ring.

DEPARTMENT OF THE ARMY
ENGINEERING DIVISION
WASHINGTON, D. C.



SECTION A-A
PUMP AND ENGINE
ASSEMBLY

